

FIG. 1

YAHOO! Ad Central

Frontpage Marketplace · Yahoo! · Help

Welcome, Guest

Frontpage Marketplace

Existing Yahoo! Users

Enter your ID and password to sign in

Yahoo! ID:

Password:

☐ Remember my ID on this computer

Sign In

Advertise your business on the Yahoo! front page

Promote your business and products
in the Marketplace module.

Try it out -- create an ad!

Pricing is based on a fixed cost-per-click -
pay a small fee only when a user clicks on
your link.

Learn more about pricing.

Plan, purchase and schedule your ad
campaign with an easy-to-use interface.
Overview of benefits.

Take the Tour

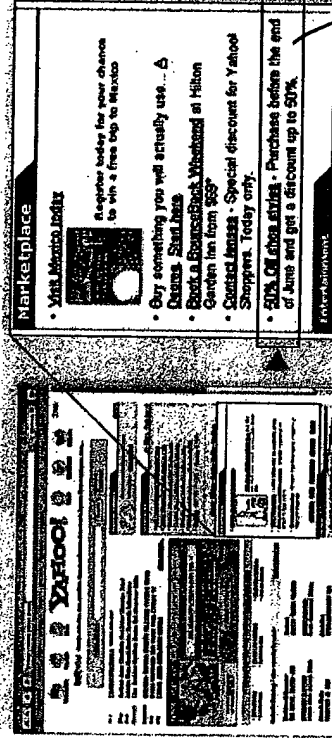


Fig. 2

215

230

220

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 1. Set Budget and Reserve Dates

311 → Campaign Budget \$ 500 (Current Account Balance: \$0) ← 312

Please check the boxes next to the dates you wish to reserve below. Your debit account will be deducted each time a user clicks on your ad. For example, if you choose a date with a cost per click of \$0.55, then you will be charged \$0.55 when a user clicks your ad on that day.

All Days View

All None Day	Date	Cost Per Click
<input type="checkbox"/> Wednesday	23-Jul-2003	\$0.45
<input checked="" type="checkbox"/> Thursday	24-Jul-2003	\$0.45
<input checked="" type="checkbox"/> Friday	25-Jul-2003	\$0.45
<input checked="" type="checkbox"/> Saturday	26-Jul-2003	\$0.23
<input checked="" type="checkbox"/> Sunday	27-Jul-2003	\$0.23
<input checked="" type="checkbox"/> Monday	28-Jul-2003	\$0.45
<input type="checkbox"/> Tuesday	29-Jul-2003	\$0.45

Fig. 3A-I

┐	Wednesday	30-Jul-2003	\$0.45
┐	Thursday	31-Jul-2003	\$0.45
┐	Friday	01-Aug-2003	\$0.45
┐	Saturday	02-Aug-2003	\$0.23
┐	Sunday	03-Aug-2003	\$0.23
┐	Monday	04-Aug-2003	\$0.45
┐	Tuesday	05-Aug-2003	\$0.45
┐	Wednesday	06-Aug-2003	\$0.45
┐	Thursday	07-Aug-2003	\$0.45
┐	Friday	08-Aug-2003	\$0.45
┐	Saturday	09-Aug-2003	\$0.23
┐	Sunday	10-Aug-2003	\$0.23
┐	Monday	11-Aug-2003	\$0.45
┐	Tuesday	12-Aug-2003	\$0.45
┐	Wednesday	13-Aug-2003	\$0.45
┐	Thursday	14-Aug-2003	\$0.45
┐	Friday	15-Aug-2003	\$0.45
┐	Saturday	16-Aug-2003	\$0.23
┐	Sunday	17-Aug-2003	\$0.23
┐	Monday	18-Aug-2003	\$0.45

Fig. 3A -Z

<input type="checkbox"/>	Tuesday	19-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	20-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	21-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	22-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	23-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	24-Aug-2003	\$0.23
<input type="checkbox"/>	Monday	25-Aug-2003	\$0.45
<input type="checkbox"/>	Tuesday	26-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	27-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	28-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	29-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	30-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	31-Aug-2003	\$0.23

Save and Continue > Cancel

Fig. 3A-3

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget
& Reserve Date(s)

2. Create Ad
(optional)

3. Name Campaign

4. Confirmation

Step 2. Create Ad

You may skip this step and create your ads later. However, keep in mind that ads may take up to three days to approve.
You may include up to five ads per campaign.

Create New Ad

OR

Reuse your previously created ads.

Ad Name

☐ Patent File Service

☐ Technical Writers

☒ Weimaraners, Greyhounds

Text Copy

File Patents starting at \$199 - Call now for free estimate 800-800-8000

Technical Writers - Highly Trained - Only \$75/hr any subject. Click 4 details

Lovable running companions - weimaraners & greyhounds \$500/ea

Ad Status

Approved

Approved

Approved

Continue >

Cancel

(Continue and
Submit ads, if any)

Fig. 3B

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget
& Reserve Date(s)

2. Create Ad
(optional)

3. Name Campaign

4. Confirmation

Step 3. Name Your Ad Campaign

Creating Ad Campaigns allows you to organize your ads into specific topics or areas. For example, if you sell greeting cards, you can create campaigns for the different holidays and place ads within each campaign. If one campaign is named Valentine's Day, the ads you create would all pertain to that holiday and would run at or around the same time.

Ad Campaign Name

Weimarers

Save and Continue > Cancel

Fig. 3C

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

** Please print this page and keep for your records **

Thank you! Your campaign has been created.

Confirmation of your order will be emailed to: elliot@yahoo-inc.com.

Before your campaign can run, you must complete the following:

- 1). Fill your debit account (Make Payment)

For further information, please read through the FAQ located [here](#).

351 Campaign Name: Weimarers

352 Campaign Budget: \$500.00

Requested Run Dates

353 Thu, 7-24-03

Fri, 7-25-03

Sat, 7-26-03

Sun, 7-27-03

Cost Per Click

\$0.45

\$0.45

\$0.23

\$0.23

Fig. 3D - 1

354 → Mon, 7-28-03 \$0.45

Ad Name	Ad Text
Weimaraners, Greyhounds	Lovable running companions - weimaraners & greyhounds \$500ea

Please continue on to the Manage Campaigns page

Fig. 3D-2

Fig. 3D-2

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

[Manage Your Account](#)

Name: **Welma Raner**

Account Balance: **\$1,000.00** [Add Money](#)

Campaigns

Ads

413A 413B 412 414

All Campaigns

Active Campaigns (1)
[Weimariners](#)

Campaign Name: [Weimariners](#) [rename](#)

Campaign Status: [Active](#) [suspend](#) [cancel](#)

Campaign Number: 500000327

Budget: \$500 [edit budget](#)

Total Days: 13 Days

Campaign Run Dates [edit dates](#)

Month Days Year

July 6,7,8,9,10,11,12,24,25 2003

August 21,24,26,30 2003

Current Campaign Ads [Include another ad](#)

Ad Name	Total Clicks	Total Cost	Status
---------	--------------	------------	--------

Weimariners, Greyhounds	tbd	\$0.00	Approved
-------------------------	-----	--------	----------

Campaign Summary	0	\$0.00	edit ad detach ad
------------------	---	--------	---

Fig. 4A

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Suspend Campaign

Are you sure you want to suspend your campaign, "Weimarers"?

Fig. 4B

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

[Manage Your Account](#)
Name: Welma Raner
Account Balance: \$1,000.00 [Add Money](#)

Campaigns

Ads

424A

424B

424C

All Campaigns

Suspended Campaigns (1)

[Weimariners](#)

Campaign Name: Weimariners [rename](#)

--Your campaign has been suspended. In order to resume it, please click the "Resume" link beside Campaign Status --

Campaign Status: Suspended [resume](#) [cancel](#)

Campaign Run Dates [edit dates](#)

Month Days Year

July 6,7,8,9,10,11,12,24,25 2003

August 21,24,26,30 2003

Current Campaign Ads. [include another ad](#)

Ad Name

Patent File Service

Weimariners,

Greyhounds

Campaign Summary

Total Clicks

Total Cost Status

tbd \$0.00 Pending [edit ad](#) | [detach ad](#)

tbd \$0.00 Approved [edit ad](#) | [detach ad](#)

0 \$0.00

Campaign Number: 500000327

Budget: \$500 [edit budget](#)

Total Days: 13 Days

Fig. 4C

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

View Schedule

To begin scheduling dates to run your ad, click [Create Campaign](#).

All Days View

Day	Date	Pricing (Cost Per Click)
Sunday	06-Jul-2003	\$0.60 (Selected)
Monday	07-Jul-2003	\$0.09 (Selected)
Tuesday	08-Jul-2003	\$0.18 (Selected)
Wednesday	09-Jul-2003	\$6.30 (Selected)
Thursday	10-Jul-2003	\$0.36 (Selected)
Friday	11-Jul-2003	\$0.45 (Selected)
Saturday	12-Jul-2003	\$0.63 (Selected)
Sunday	13-Jul-2003	\$0.54 (Selected)
Monday	14-Jul-2003	\$0.09 (Selected)
Tuesday	15-Jul-2003	\$0.18 (Selected)
Wednesday	16-Jul-2003	\$6.30 (Selected)
Thursday	17-Jul-2003	\$0.36 (Selected)
Friday	18-Jul-2003	\$0.45 (Selected)

Fig. 4D-1

Saturday	19-Jul-2003	\$0.63	(Selected)
Sunday	20-Jul-2003	\$0.54	(Selected)
Monday	21-Jul-2003	\$0.09	
Tuesday	22-Jul-2003	\$0.18	
Wednesday	23-Jul-2003	\$6.30	
Thursday	24-Jul-2003	\$0.36	
Friday	25-Jul-2003	\$0.45	
Saturday	26-Jul-2003	\$0.63	
Sunday	27-Jul-2003	\$0.54	
Monday	28-Jul-2003	\$0.09	
Tuesday	29-Jul-2003	\$0.18	
Wednesday	30-Jul-2003	\$6.30	
Thursday	31-Jul-2003	\$0.36	
Friday	01-Aug-2003	\$0.45	
Saturday	02-Aug-2003	\$0.63	
Sunday	03-Aug-2003	\$0.54	
Monday	04-Aug-2003	\$0.09	
Tuesday	05-Aug-2003	\$0.18	
Wednesday	06-Aug-2003	\$6.30	
Thursday	07-Aug-2003	\$0.36	
Friday	08-Aug-2003	\$0.45	
Saturday	09-Aug-2003	\$0.63	
Sunday	10-Aug-2003	\$0.54	
Monday	11-Aug-2003	\$0.09	

Fig. 4D-7

Tuesday	12-Aug-2003	\$0.18	
Wednesday	13-Aug-2003	\$6.30	
Thursday	14-Aug-2003	\$0.36	
Friday	15-Aug-2003	\$0.45	
Saturday	16-Aug-2003	\$0.63	
Sunday	17-Aug-2003	\$0.54	
Monday	18-Aug-2003	\$0.09	
Tuesday	19-Aug-2003	\$0.18	
Wednesday	20-Aug-2003	\$6.30	
Thursday	21-Aug-2003	\$0.36	(Selected)
Friday	22-Aug-2003	\$0.45	
Saturday	23-Aug-2003	\$0.63	
Sunday	24-Aug-2003	\$0.54	(Selected)
Monday	25-Aug-2003	\$0.09	
Tuesday	26-Aug-2003	\$0.18	(Selected)
Wednesday	27-Aug-2003	\$6.30	
Thursday	28-Aug-2003	\$0.36	
Friday	29-Aug-2003	\$0.45	
Saturday	30-Aug-2003	\$0.63	(Selected)
Sunday	31-Aug-2003	\$0.54	

Fig. 4D -3

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Campaign Summary Report

[Return to Reports](#)

Campaign Dates: Jun 29 2003 to Jul 6 2003

Campaign Status: All Campaigns

[View Report](#)

Campaign Dates: Jun. 29, 2003 - Jul. 6, 2003

Campaign/Folder: All Campaigns

Total Days: 0

Total Cost: \$0.00

Total Impressions: 0

Average Cost/Click: \$0.00

Total Clicks: 0

Campaign Start Date	Campaign End Date	Campaign Weimarers	Campaign Status	Impressions	Avg. CPC	Total Clicks	Total Cost
2003-07-06 [00:00:00]	2003-08-30 [23:59:59]		Active	0	\$0.00	0	\$0.00

Page 1

Fig. 4E

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

Manage Your Account

Name: **Welma Raner**

Account Balance: **\$0.00** [Add Money](#)

Campaigns

Ads

--You have no marketplace campaigns at this time.--

Create Campaign

Select dates, a budget and ads for your ad campaign.

Create Ad

Create an ads that you can use for your ad campaigns.

View Schedule

View a pricing schedule for the next two months.

Alerts

Set alerts to notify you when future prices become available or when your account balance falls to your specified levels.

Make Payment

Put money into your debit account so that your ad campaign will run.

Fig. 4F

YAHOO! Ad Central

Welcome, elliot5
Frontpage Marketplace

➤ To submit your ad, please complete the following information

Add Money

Please deposit money into your account before starting your ad campaigns. Your account will be deducted each time users click on your ad. All customers must make an initial minimum deposit of \$50.00. You will be asked for your credit card information subsequently.

Fill my account now \$

Automatic Payment Plan

Would you like us to automatically charge your credit card when your account runs out of funds?

☒ No. Never charge my credit card automatically.

☐ Yes. Charge my credit card \$ when my account balance falls to \$

Fig. 5A

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

You must click the Place Order button to complete your order.

Place Order Cancel

By clicking "Place Order", you agree to the [Property TOS](#) and [Property Guidelines](#).

Order Information

Yahoo! ID: elliot5

Service: Frontpage Marketplace

Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111 [Edit]

Expiration Date: 9/2003

Billing Address: Weima Raner
1001 Pooch Prairie Rd
Wichita, KS 45039
United States of America

You must click the Place Order button to complete your order.

Place Order Cancel

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

Order Complete - Thank You!

Thank you for using Yahoo! Frontpage Marketplace. You will receive another confirmation message for this order by email. Click on the link below to continue.

Continue

Order Information

Yahoo! ID: elliot5
Service: Frontpage Marketplace
Order ID: 450457
Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111

Expiration Date: 9/2003

Billing Address: Welma Raner
1001 Pooch Prairie Rd
Wichita, KS 45039
United States of America

Elliot Yasnovsky

From: Yahoo! Frontpage Marketplace [billing-g neral@yahoo-inc.com]
Sent: Sunday, July 06, 2003 4:52 PM
To: Weima Raner
Subject: Order Confirmation

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

Dear Weima:

Order Information

Yahoo! ID: elliot5
Service: Frontpage Marketplace
Order ID: 450457
Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Billing Information

Payment Information: Visa
xxxx xxxx xxxx 1111
9/2003

[Edit](#)

Please save this information for your records.

Fig. 5D

7/6/2003

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Create Campaign

1. Set Budget & Reserve Date (s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 2. Create Ad

You may skip this step and create your ads later. However, you must create an ad at least five days prior to your requested reservation date(s). You may include up to five ads that will be rotated during your ad campaign.

You do not have approved or pending ads to choose from. Please create a new ad to use in this campaign.

Continue >

Cancel

(Continue and Submit ads, if any)

Fig. 6A

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Create Ad

- 611 → ☐ Create new ad
- ☐ Modify copy of existing ad

Step 1: Name your Ad

The ad name will not be displayed when your ad runs. This is simply to help you identify your ads.

612 → Ad Name

Step 2: Select a Template

- 613 → ☐ Template 1: <Title> - <Description & Price>

Example Ad

• XYZ Shoes - 50% sale on all running shoes.
Prices include service taxes.

- ☐ Template 2: <Title> - <Description & Price>

Example Ad

• XYZ Shoes - 50% sale on all running shoes.
Prices include service taxes.

- ☐ Template 3: <Title> - <Description & Price>

Example Ad

• XYZ Shoes - 50% sale on all running shoes.

- ☐ Template 4: <Full Sentence with Title, Description & Price>

Example Ad

• 50% sale on all running shoes at XYZ shoes.

Fig. 6B-1

Step 3: Enter Ad Text

64 → Title File Patents starting at \$199 URL <http://www.uspto.gov>

Description Call now for free
estimate 800-800-8000

Preview on Yahoo! Marketplace

Send for Review

(Send the ad to be reviewed by an editor. This process can
take three days. You will be notified when the ad has been
reviewed.)

Save Ad

Cancel

Fig. 6B -2



the new
Yahoo! Search Search the Web!

• advanced
• what's new

New: ☒ **Yahoo! Mail Plus** - Powerful. Affordable. Sign up now

Shop Auctions, Autos, Classifieds, Real Estate, Shopping, Travel

Find HotJobs, Maps, People Search, Personals, Yellow Pages

Connect Chat, GeoCities, Greetings, Groups, Mail, Messenger, Mobile

Organize Addresses, Briefcase, Calendar, My Yahoo!, PayDirect, Photos

Fun Games, Horoscopes, Kids, Movies, Music, Platinum, TV

Info Finance, Health, News, Sports, Weather **More Yahoo!...**

Y! Business Services - Visit the Yahoo! Small Business Center

- Web Hosting
- Domain Registration
- E-commerce
- Business Mail
- Marketing Services
- Sell on Yahoo!

Web Site Directory - Sites organized by subject **Suggest your site**

Business & Economy B2B, Finance, Shopping, Jobs...	Regional Countries, Regions, US States...
Computers & Internet Internet, WWW, Software, Games...	Society & Culture People, Environment, Religion...
News & Media Newspapers, TV, Radio...	Education Colleges and Universities, K-12...
Entertainment Movies, Humor, Music...	Arts & Humanities Photography, History, Literature...
Recreation & Sports Sports, Travel, Autos, Outdoors...	Science Animals, Astronomy, Engineering...

In The News 11:14am PT, Wed May 21

- Alleged al-Qaida tape urges more strikes
- Saudis say suicide jet hijacking plot foiled
- EPA administrator Christie Whitman resigns
- WHO adopts historic anti-smoking pact
- Students disrupt NY Times reporter's speech
- Washington boy, 14, wins Geographic Big
- Markets: sep 500 ↑ 0.2% • Nasdaq ↓ 0.5%

Marketplace

News • Photos • Sports • Stocks • Weather

• Free Shipping!



Check out HP's new line of Media Center PCs. Starting at \$1299.99

• Sign up for Hertz #1 Club for free and get a Double Upgrade

• Shop for a degree online - Choose from bachelor's, master's, or doctoral programs.

• Is your credit score 720 or above? - If not, click here to find out how to get it there!

• File Patents starting at \$199 - Call now for free estimate 800-800-8000

FIG. 6C

YAHOO! Ad Central

Welcome, elliot5
Yahoo! Front Page Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

** Please print this page and keep for your records **

Thank you!

Your ad has been submitted for review!
Your Campaign Number is: 500001131

It may take up to three days to review your ad.

Confirmation and status of your ad submission will be emailed to:
"elliot@yahoo-inc.com"

Ad Submission Information

Yahoo! ID: elliot5
Email: elliot@yahoo-inc.com
Service: Yahoo! Front Page Marketplace
Date: July 23, 2003

Ad Name	Ad Text	Date	Campaign
Patent File Service	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Wed 23-07-03	

Fig. 6D-1

Billing Address: Welma Raner
Running Dogs Inc.
1001 Pooch Prairie Rd
Wichita, KS 45039

Next Steps:

- Continue to Manage Ads - Edit your Ads, submit more ads etc..
-

Fig. 6D-2

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Ads

Last Updated: Jul 03, 2003 4:14pm PDT

[Manage Your Account](#)
Name: Welina Raner
Account Balance: \$1,000.00 [Add Money](#)

Campaigns Ads

View: All | [Approved](#) | [Pending](#) | [Unsubmitted](#) | [Declined](#)

Ad Name	Ad ID	Current Campaign	Text Copy	Lifetime		Create Ad
				Clicks	Last Updated	
Patent File Service	500001131	-	File Patents starting at \$199 - Call now for free estimate 800-800-8000		Jul 06, 2003	Unsubmitted edit delete* submit
Technical Writers	500001132	-	Technical Writers - Highly Trained - Only \$75/hr any subject. Click 4 details		Jul 06, 2003	Declined edit delete*
Weimariners, Greyhounds	500001133	-	Lovable running companions - weimariners & greyhounds \$500ea		Jul 06, 2003	Approved edit delete*

* Clicking "delete" will permanently remove this ad. You will not be able to use the ad at a later time.

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Alerts

Receive alerts when changes to your campaign or account occur.

Contact Information [Edit](#)

Name: Welma Raner

Email Address: elliot@yahoo-inc.com

☐ **Pricing Availability Alert**

Notify me when future prices become available.

☐ **Account Balance Alert**

Notify me when my account balance falls below my specified amount. For example, if you want to make sure your account balance does not fall to \$100.00, you would enter that amount in the box below. When your balance hits \$100.00, an email will be sent to you.

Send me an email when my account balance falls below \$

[Save](#)

[Cancel](#)

Fig. 7

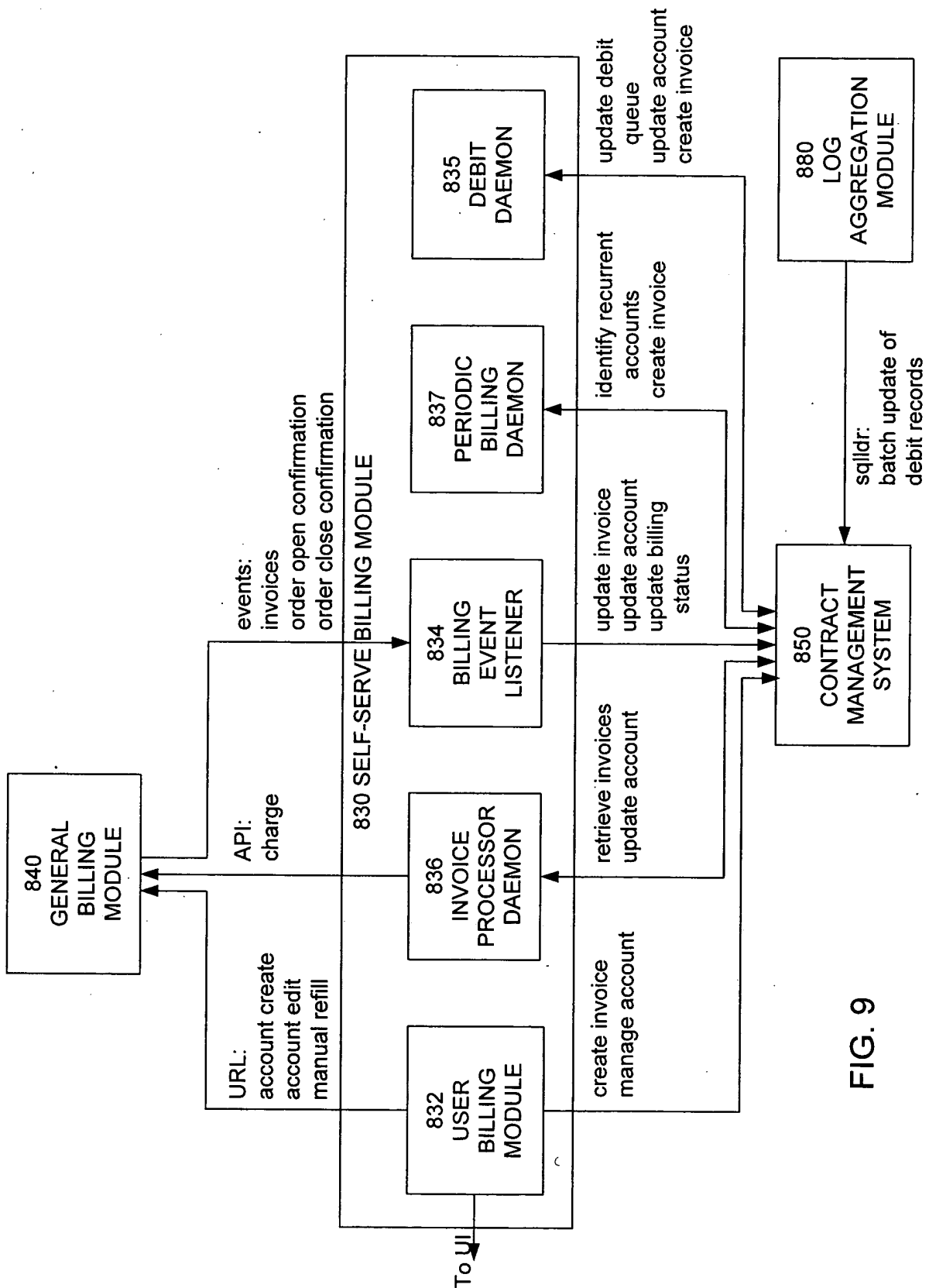


FIG. 9

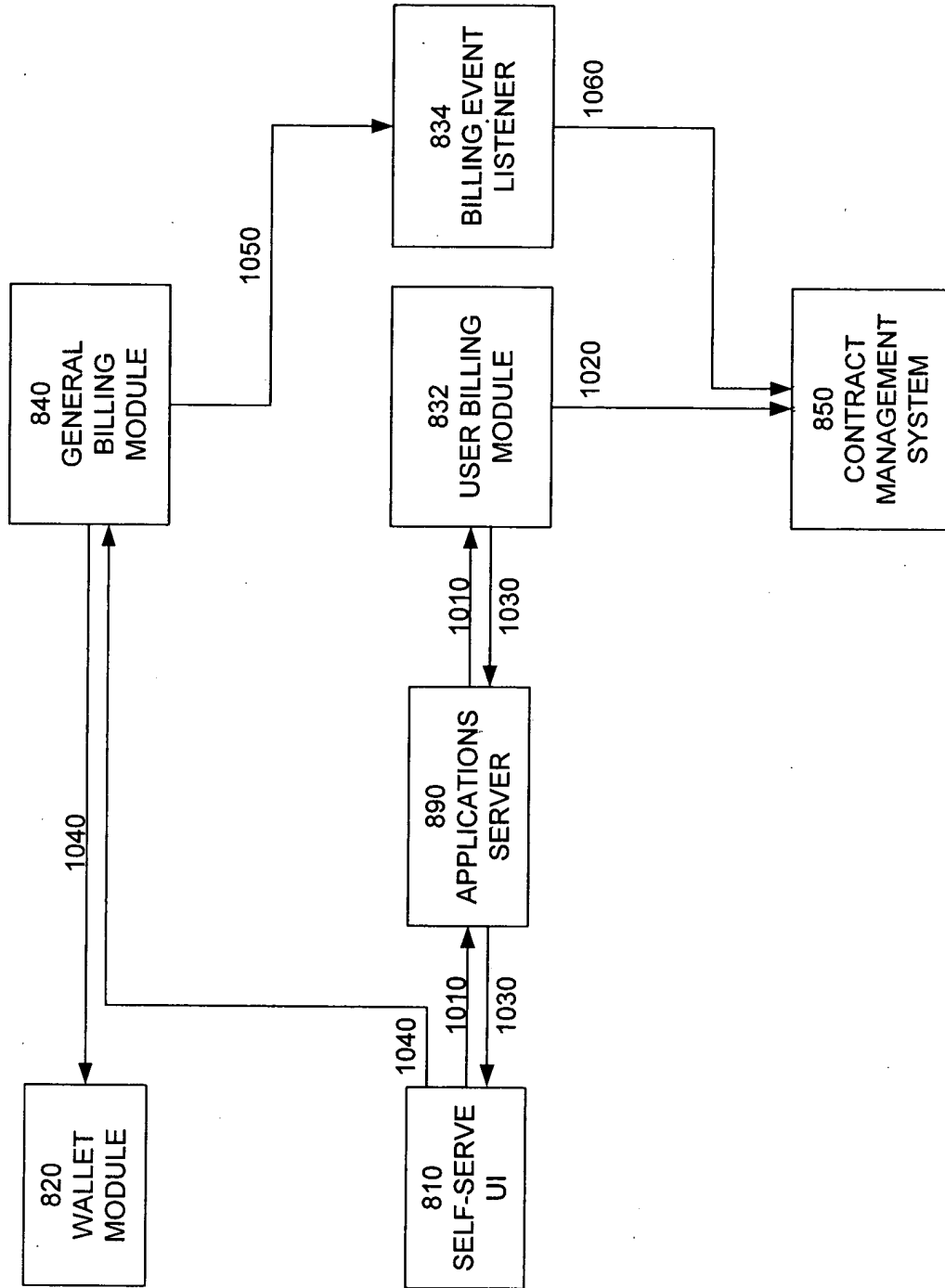


FIG. 10

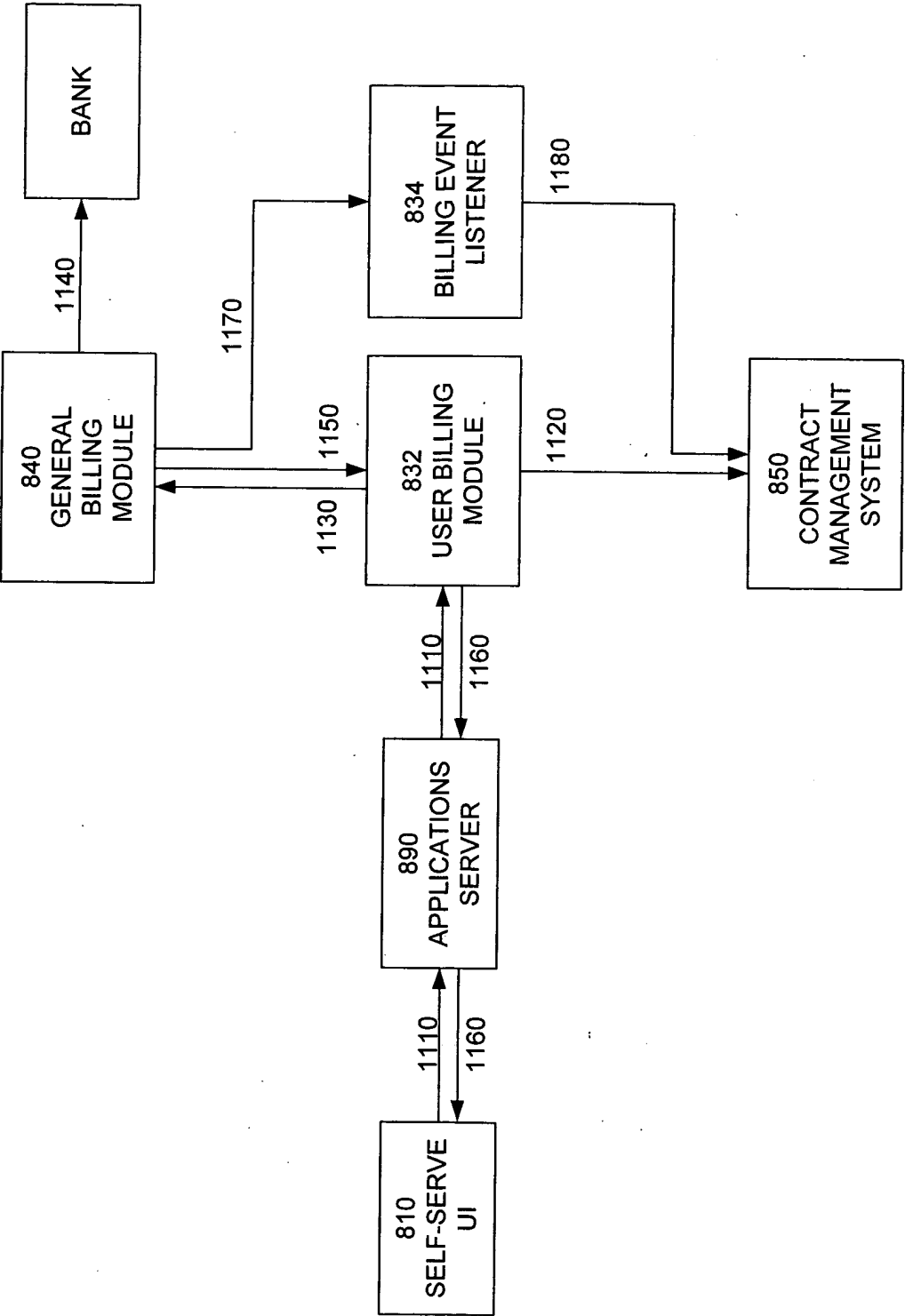


FIG. 11

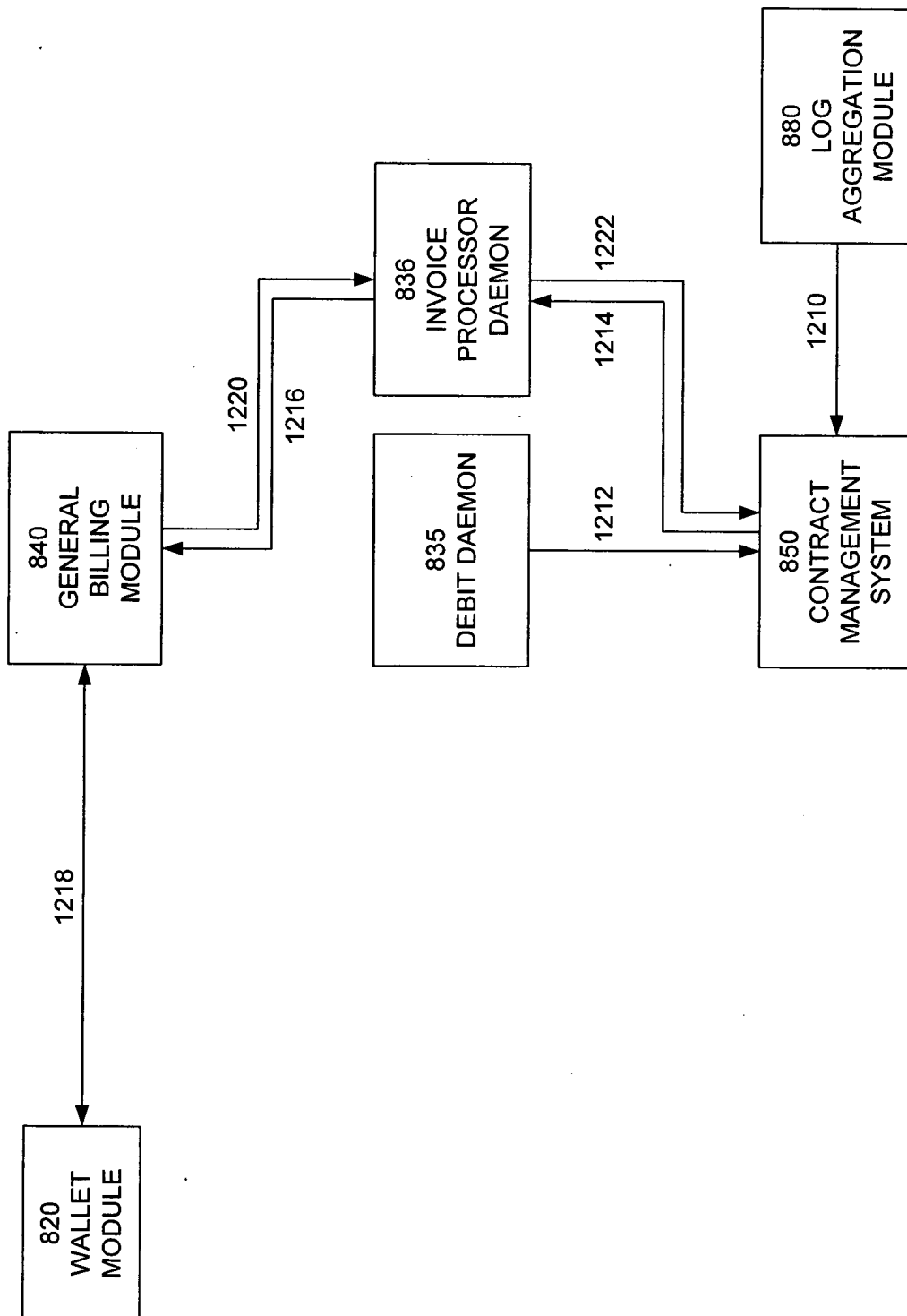


FIG. 12A

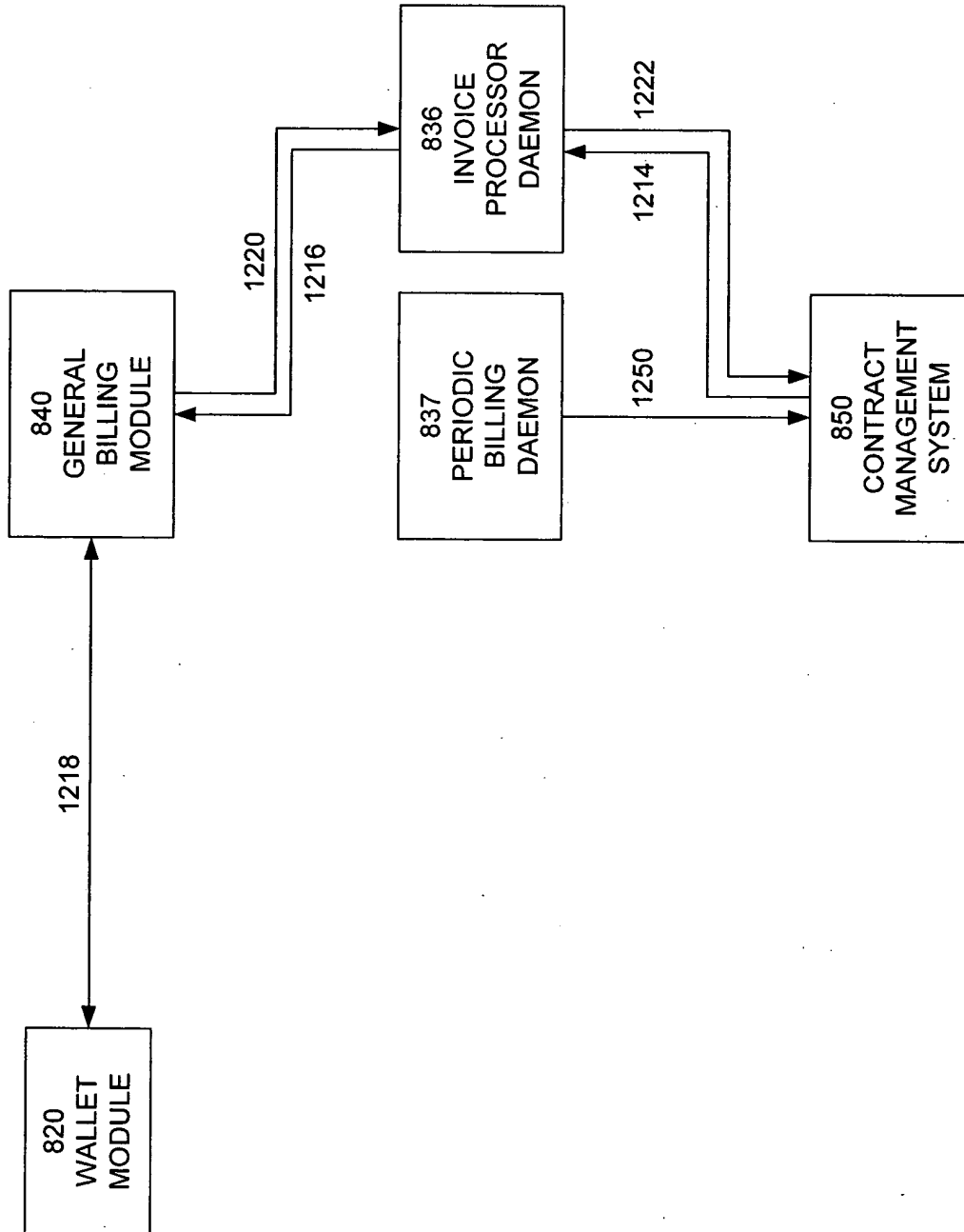


FIG. 12B

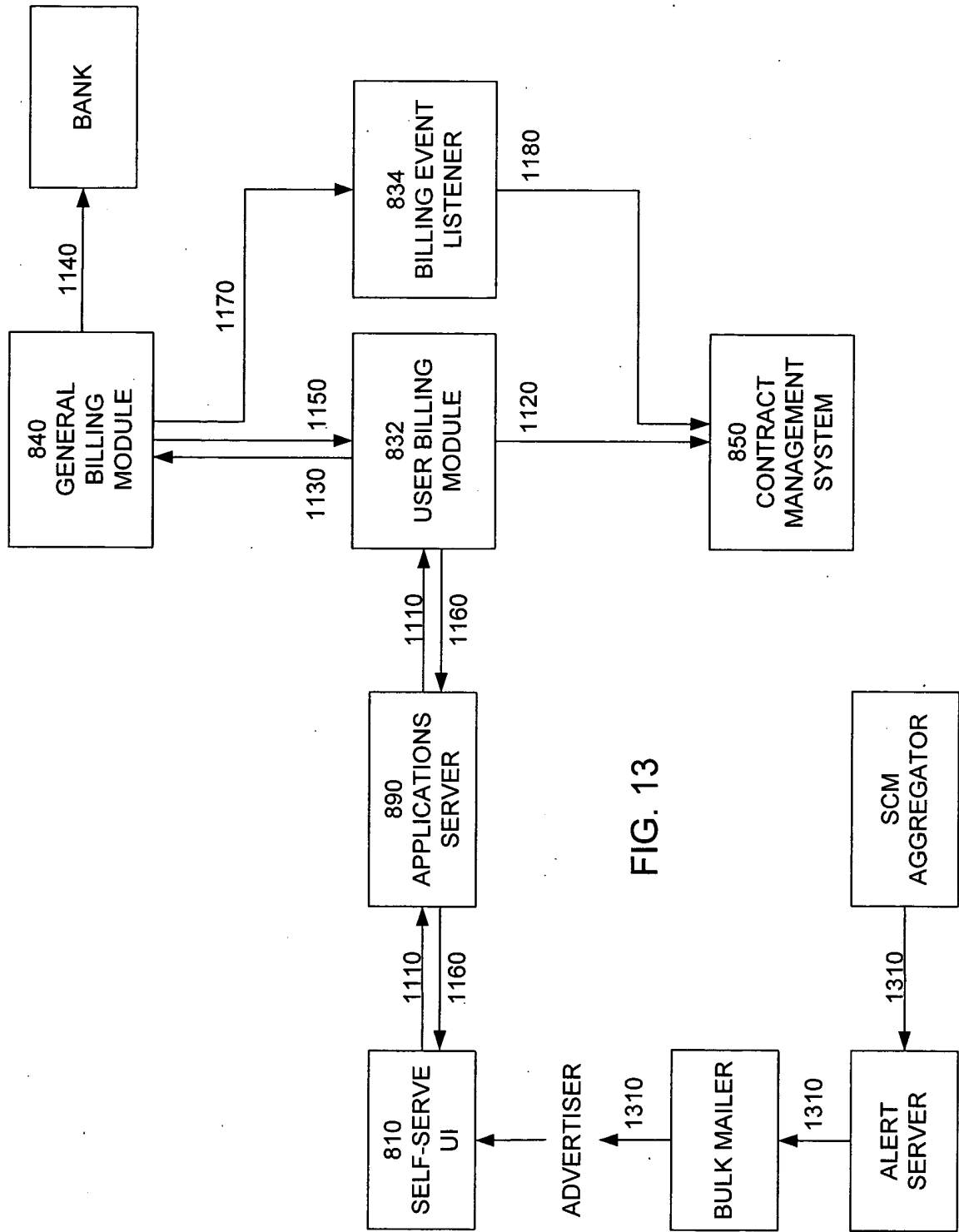


FIG. 13

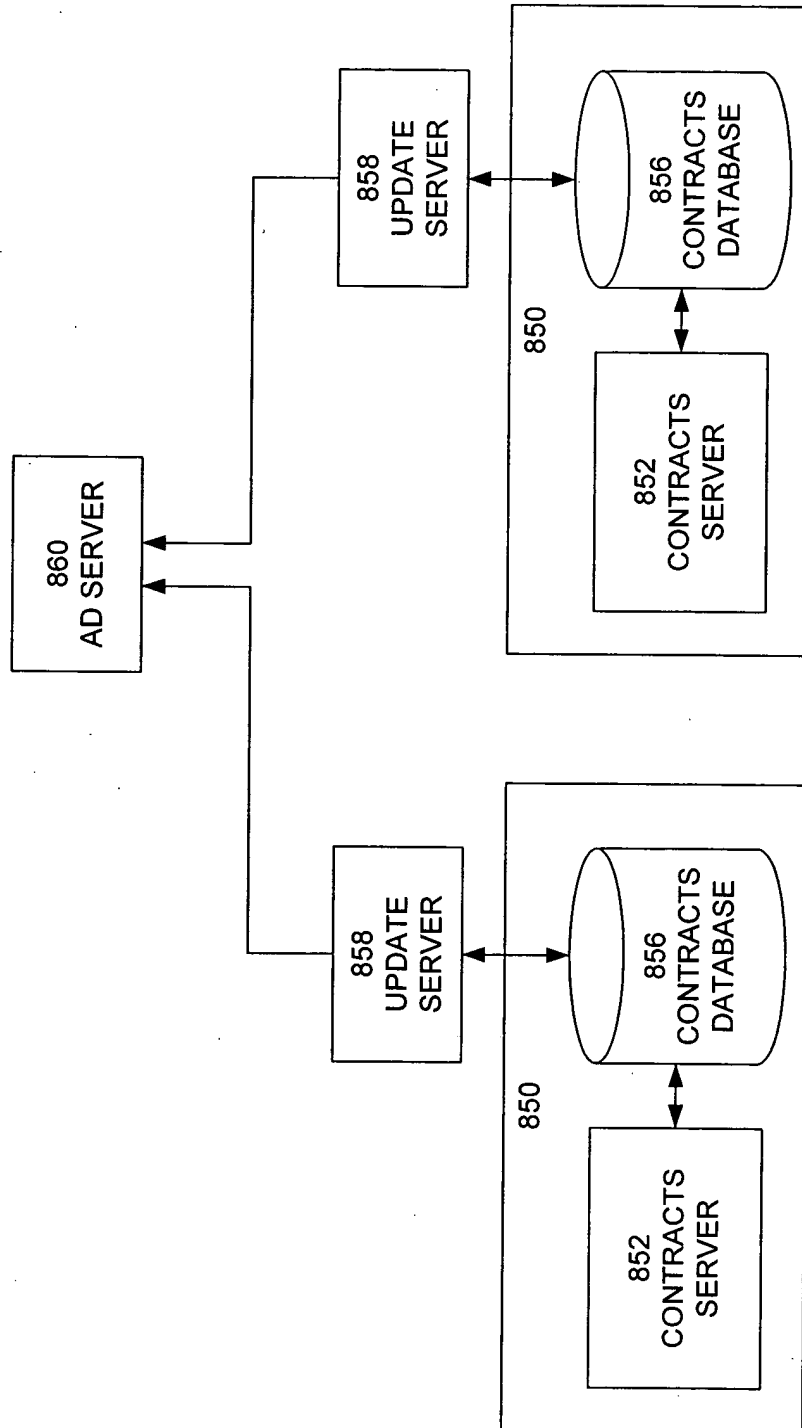


FIG. 14

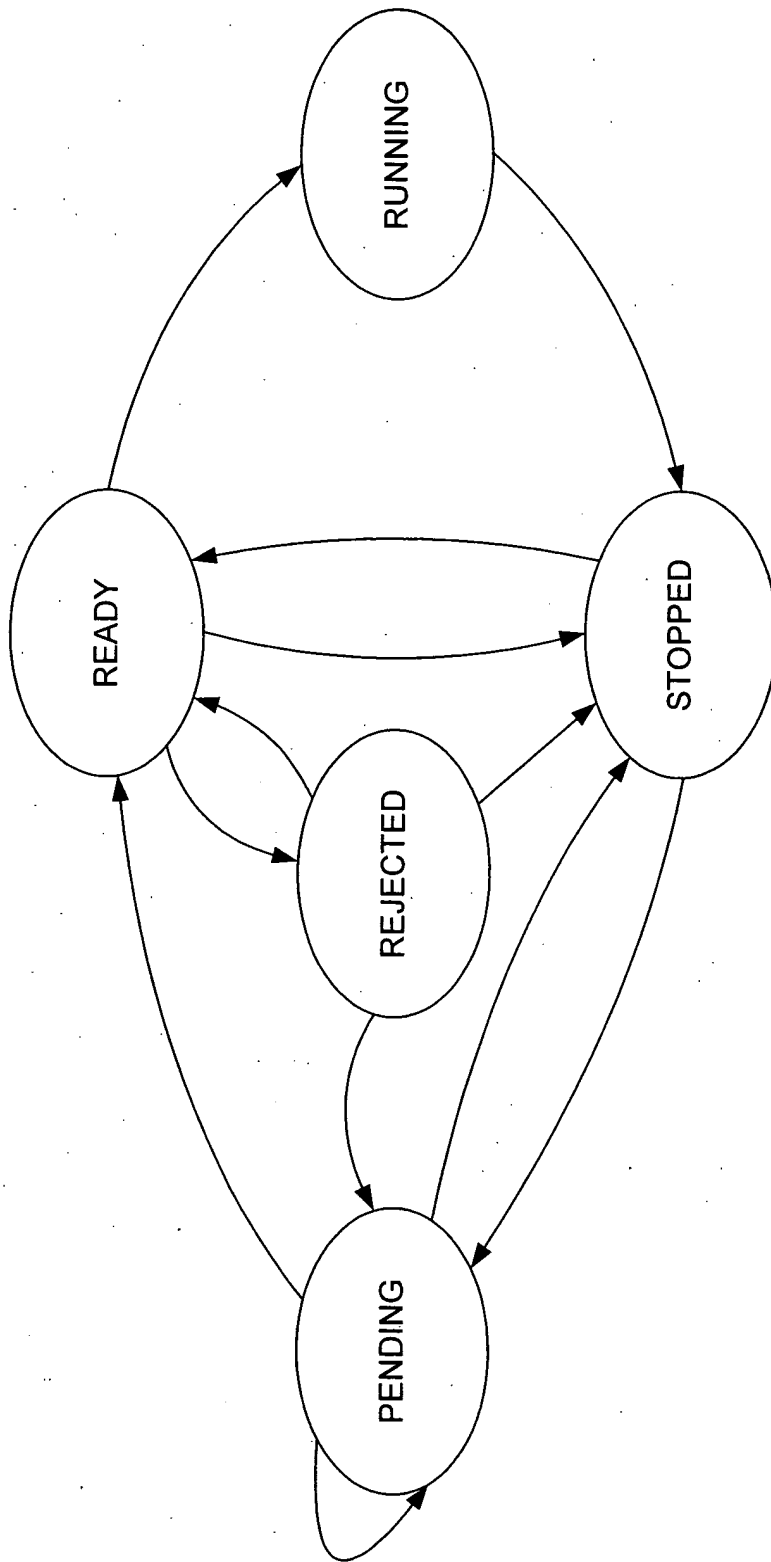


FIG. 15

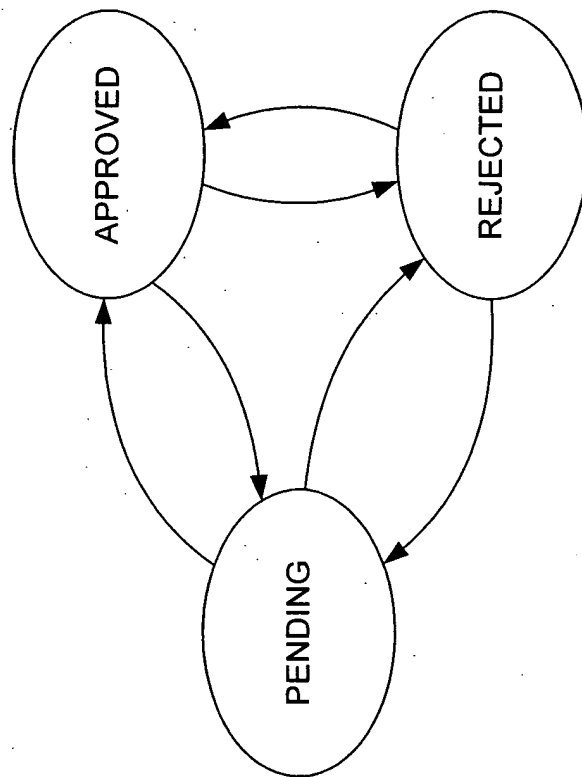


FIG. 16

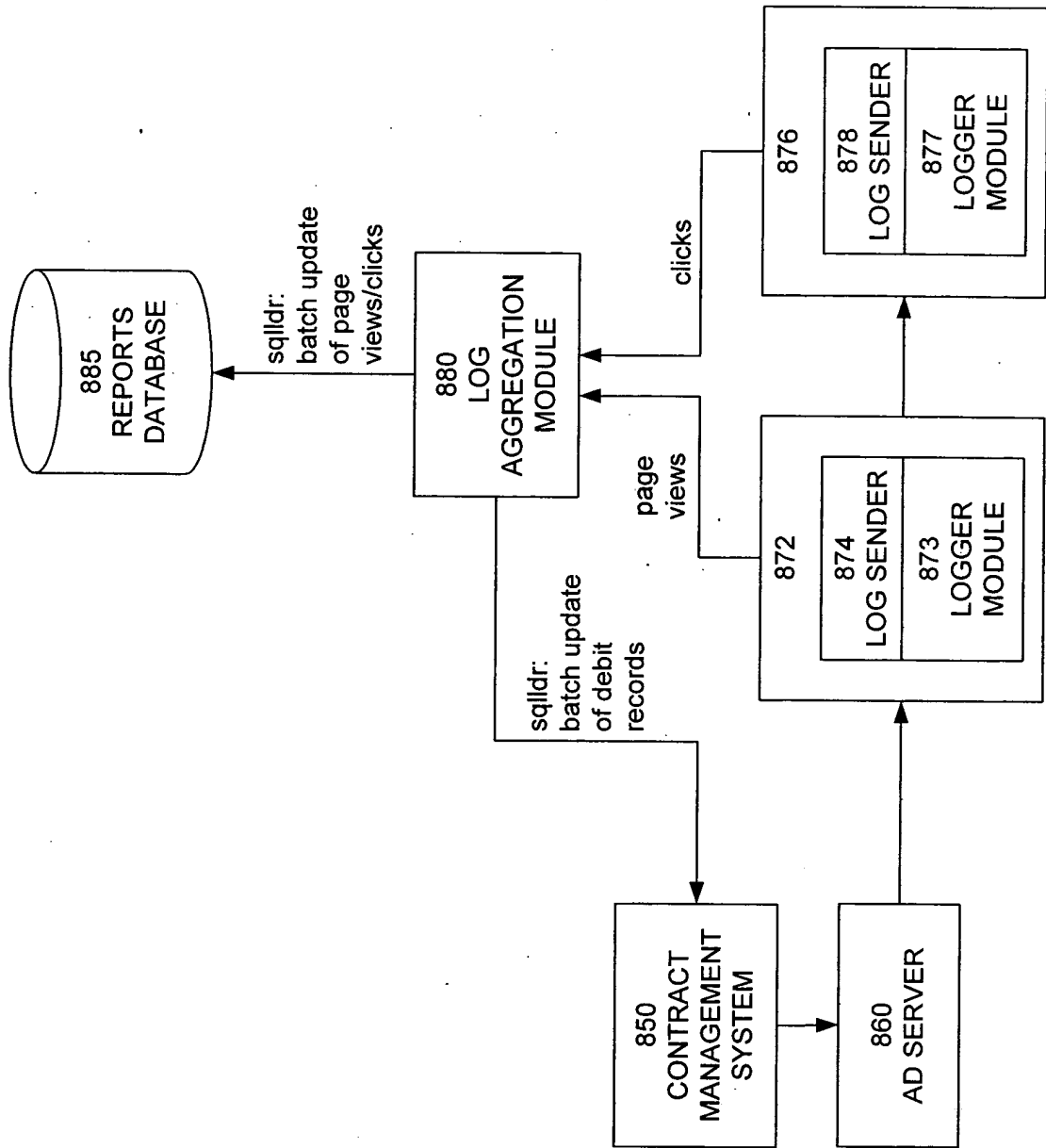


FIG. 17

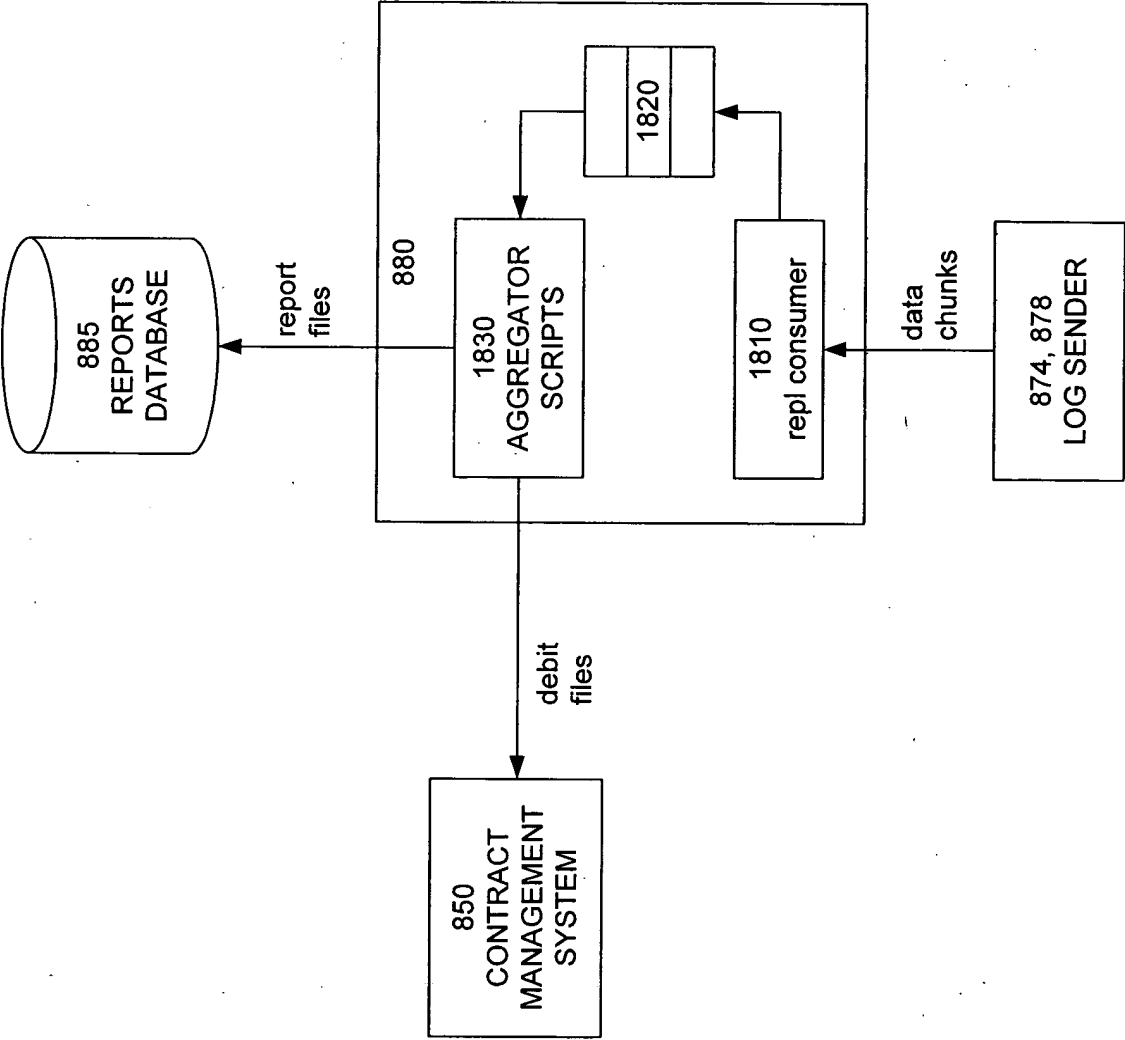


FIG. 18

